

2017 MEDIA QUICK FACTS

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39th Vancouver International Wine Festival – February 11-19, 2017	
<p>2017 Quick Facts</p> <ul style="list-style-type: none"> ▪ 39th annual (founded 1979) ▪ 8 days (Bacchanalia Gala, Feb 11; festival, Feb 13-19) ▪ ~ 25,000 admissions (24,783 in 2016; 99% of tickets sold) ▪ 180 wineries ▪ 16 countries ▪ 54 events at ~25 venues ▪ ~ 50 participating restaurants, hotels, caterers ▪ 1,700 wines projected, including <ul style="list-style-type: none"> ○ ~ 780 at International Festival Tastings ○ ~ 170 additional wines at Trade Tastings ○ ~ 750 wines at special events (dinners, seminars, etc) ▪ 42,000 bottles poured and/or purchased* ▪ 82,000 wine glasses used* ▪ 2017 theme: The Wine World Celebrates Canada with 76 wineries, ~300 wines from BC, ON, NS (Italia! in 2016, 60 wineries and 240 wines) ▪ Beneficiary: Our partner since 2012 is Bard on the Beach Shakespeare Festival; net \$235,000 was raised in 2016. Founded as fundraiser for the Playhouse Theatre Co, \$8.7 million has been raised for the performing arts since then. 	<p>Featured countries or regions</p> <p>2017 Theme Country</p> <ul style="list-style-type: none"> ▪ The Wine World Celebrates Canada <p>Past Theme Countries/Regions</p> <ul style="list-style-type: none"> ▪ 2016 – Italia! ▪ 2015 – Savour Australia ▪ 2014 – France Bon Appétit ▪ 2013 – California Wines ▪ 2012 – Wines of Chile ▪ 2011 – Wines from Spain ▪ 2010 – Wines of Argentina & New Zealand Wines ▪ 2009 – Celebrate British Columbia ▪ 2008 – Vino Italiano: Innovation by Tradition ▪ 2007 – Australian Wine: A World of Difference ▪ 2006 – Wine Regions of France ▪ 2005 – Taste the new South Africa ▪ 2004 – Discover the Wine Regions of California ▪ 2003 – Showcasing Wines of Chile ▪ 2002 – Germany & Portugal ▪ 2001 – Spain ▪ 2000 – Italy ▪ 1999 – Australia ▪ 1998 – California ▪ 1997 – Canada ▪ 1996 – Bordeaux
<p>Buy tickets</p> <ul style="list-style-type: none"> ▪ VanWineFest.ca ▪ Box office 604-873-3311 - Toll free at 1-877-321-3121 ▪ Ticket prices range from \$45 (some Trade events) to \$450 (Bacchanalia gala) 	<p>Purpose</p> <p>VIWF has three primary mandates. It provides an informative, educational and entertaining wine experience for consumers and trade, serves as a premier marketing opportunity for the wine industry, and raises money for the performing arts in Vancouver.</p>
<p>Snapshot</p> <p>Vancouver International Wine Festival is Canada’s premier wine show and widely considered to be the best wine event in North America. With ~25,000 admissions and at 39 years of age, it is one of the biggest and oldest wine events in the world. Its slogan is “The Wine World is Here”.</p> <p>The festival, including the 14-event Trade Days Conference, presented by Sysco, has been voted the “#1 Food, Wine & Hospitality Event in Canada” the last four years in a row by New York’s BizBash.</p> <p>The heart of the festival is the Tasting Room, where the public can choose from ~780 wines at four International Festival Tastings, and industry professionals can sample those plus an additional ~170 wines at two Trade Tastings. There are ~50 special events that orbit the tasting room (seminars, vintage tastings, winery dinners, lunches, brunches, wine minglers and more) at which ~750 other wines are served.</p> <p>This international festival typically serves wines from ~15 countries. There is a focus on a different region or country every year; the featured theme region has its own section in the tasting room and offers thematic seminars and food and wine pairings throughout the week. For 2017, Canada is the theme, in celebration of our country’s 150th birthday.</p>	<p>What’s the big deal?</p> <p>Vine stars – the rock stars of the wine world come to Vancouver for VanWineFest. As a condition of participation, every winery must have a winery principal (winemaker, owner, senior executive) present in the tasting room and at special events.</p> <p>Stove stars – the rock stars of BC’s vibrant culinary scene are here too. More than 50 of the province’s most celebrated restaurants and chefs, hotels, caterers and food suppliers participate.</p>
<p>Where is it?</p> <p>The festival is headquartered at the Vancouver Convention Centre downtown. The tasting room, most seminars and trade events take place at VCC. Other special events (dinners, lunches, brunches, wine minglers and the Bacchanalia Gala) take place at some 25 venues all around the city, including many of the city’s top restaurants and hotels.</p>	<p>Get Social! #VIWF @VanWineFest</p> <ul style="list-style-type: none"> ▪ Twitter ▪ Facebook ▪ Instagram
	<p>NEXT YEAR’S DATES February 24-March 4, 2018</p>